

## Message Text

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15

ACTION SS-20

INFO OCT-01 EUR-25 ISO-00 EB-11 A-01 COME-00 RSC-01 DRC-01

/060 W

----- 093685

R 110829Z DEC 73

FM AMEMBASSY MOSCOW

TO SECSTATE WASHDC 4517

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E.O. 11652: N/A

TAGS: ETRD

SUBJECT: EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION

REF: STATE 239800

1. EMBASSY BELIEVES THAT PROGRAM FOR EXPANDING COMMERCIAL SERVICES TO US BUSINESS IN USSR THROUGH ESTABLISHMENT OF SEPARATE COMMERCIAL OFFICE AND ACCOMPANYING AUGMENTATION IN STAFF WILL PROVIDE BASIS FOR HIGHLY EFFECTIVE COMMERCIAL OPERATION. HOWEVER, PHYSICAL LIMITATIONS OF EXISTING FACILITIES IN MOSCOW PLACE HIGHEST PREMIUM ON EXPEDITIOUS COMPLETION OF WORK ON NEW COMMERCIAL OFFICE, WHICH NOW APPEARS FEASIBLE NO EARLIER THAN APRIL 1 ON BASIS AUSTRIAN ARCHITECT'S ASSUMPTION THAT 90 DAYS NEEDED BETWEEN DATE OF SIGNING CONTRACT AND COMPLETION OF WORK. IN MEANTIME, EMBASSY WILL, OF COURSE, DO BEST POSSIBLE JOB WITHIN EXISTING FACILITIES, BUT PLANNED INCREASE IN COMMERCIAL STAFF DURING FIRST QUARTER 1974 WILL NOT YIELD OPTIMAL RESULTS GIVEN LACK OF ADEQUATE WORKING AREA.

2. LOOKING BEYOND COMPLETION OF NEW COMMERCIAL OFFICE, EMBASSY BELIEVES THAT MAJOR ELEMENT IN ENSURING MAXIMUM RETURN FROM THIS INVESTMENT IN FUNDS AND PERSONNEL WILL BE CLOSEST POSSIBLE COORDINATION BETWEEN STATE, COMMERCE AND EMBASSY IN DEVELOPING ANNUAL AND LONGER-TERM PLANS FOR COMMERCIAL OPERATIONS IN USSR. IN THIS CONNECTION, EXPERIENCE INDICATES THAT TIMELY IDENTIFICATION OF IMPORTANT TARGETS

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PARTICULARLY IN EXHIBITS AREA, AND COORDINATION OF PLANNING

AND BUDGETING PROCESSES WILL BE OF GREATEST IMPORTANCE.  
MELENCAMP

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 11 DEC 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** garlanwa  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Previous Handling Restrictions:** n/a  
**Reference:** STATE 239800  
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**Review Authority:** garlanwa  
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**Review Date:** 27 SEP 2001  
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**Status:** NATIVE  
**Subject:** EFFECTIVENESS IN OVERSEAS COMMERCIAL FUNCTION  
**TAGS:** OGEN, BEXP  
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**Type:** TE  
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